



WISEWOMAN

Success Story 13 March of Dimes Funding Helps Michigan Women Quit Smoking

Location Menominee and Delta Counties, Upper Peninsula, Michigan

Focus Develop resources to support women who want to quit smoking.

Strategy Public Health Delta and Menominee Counties partnered with March of Dimes to obtain grant funding for a variety of tobacco treatment services, including a smoking cessation resource guide, a smoking cessation support group, and a smoking cessation class to benefit WISEWOMAN participants.

Early Successes Many new partnerships will result from this collaboration. Local health care providers will soon have smoking cessation programs to which they can refer women. The grant also has provided funds for training local health department staff to use the 5 A's, so that health care providers throughout this tight-knit community will learn from others who use this counseling technique.

The smoking cessation resource guide has been completed, and plans are being made to host the 5 A's training for all nurses and supervisors who work with clients. The first smoking cessation support group is planned to start in winter 2005.

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March of Dimes Funding Helps Michigan Women Quit Smoking

In Michigan's Menominee and Delta counties, about 25% of women smoke. Alarming, the rate of smoking is even higher among pregnant women in this two-county region. This section of the Upper Peninsula is rural, and the average income is around \$18,000. When the WISEWOMAN program started here, there were programs in place to address alcohol abuse and promote active lifestyles, but no program existed to help women quit smoking.

"If a woman said she wanted to quit, all we could do was hand her a Quit Kit and wish her luck," says Renee Barron, the WISEWOMAN coordinator from Public Health Delta and Menominee Counties. "We needed to find a way to support these women."

To meet this need, WISEWOMAN formed a partnership with the local Community Tobacco Reduction Coalition (CTRC), which offers programming in both Delta and Menominee counties. Together Renee and CTCRC Coordinator Lynn Hill submitted a grant proposal to the March of Dimes Michigan chapter for funding to accomplish five objectives:

- Create a smoking cessation resource guide.
- Offer the 5 A's (Ask, Assess, Advise, Assist, and Arrange) at clinics that serve women.
- Develop a smoking cessation support group and a smoking cessation class.
- Work with local media to support the grant efforts.
- Support efforts to reduce secondhand tobacco smoke.

The March of Dimes awarded the grant to help reduce the number of pregnant women who smoke in Menominee and Delta counties. And while the grant will specifically target pregnant women—who are usually younger than WISEWOMAN participants—the partnership guarantees that all services will be open to WISEWOMAN participants as well.

"Many issues overlap for these two populations," Renee says. "Lynn is working to raise awareness of the dangers of secondhand smoke, and WISEWOMAN participants will benefit from this education too. Many are exposed to it, or they are exposing their children to it. Talking about quitting is an ideal time to talk about secondhand smoke."

The organizations have completed the cessation resource guide, and now they are working on the next stage of the project: implementing the 5 A's. Together the two programs will sponsor 5 A's training classes, which will teach all local health department nurses and supervisors to use the method. "We want anyone who works with clients to learn how to do

this," Renee says. "Once we get these people trained, we'll be assessing each and every client we see with respect to tobacco use."

WISEWOMAN participants will be assessed, then referred to either a smoking cessation class or a smoking cessation support group, depending upon which is appropriate. Women interested in one-on-one phone counseling are referred to the Michigan Tobacco QuitLine.

Renee and Lynn are in the process of planning for their smoking cessation support group, and they hope to host the first one in winter 2005. Because they know that the cost of childcare and transportation might prevent some women from participating, when they reapply to the March of Dimes for funding, these costs for women attending the support group meeting will be addressed.

Importance of Success

WISEWOMAN participants will soon have resources available to help them quit smoking. The addition of the support group and cessation class will be a boon for the community health care providers. "They have been frustrated by the lack of resources, and we know they will be happy to have a program they can refer patients to," Lynn says.

Renee hopes that once the local health department staff members learn to implement the 5 A's, they will inspire other programs in the community to use the counseling method.

Lessons Learned

- You can extend the reach of your program by building partnerships with health organizations that target women and then identifying overlapping health issues.
- Practice being responsible to people, not for people. Realize you cannot make someone do something they do not want to do, no matter how good it is for them. Help WISEWOMAN clients make a choice—even if it is just to cut back on their smoking—then support them and their decision and encourage them to quit completely at a later date.
- Creating an effective new program takes planning. Make the time to map out how the entire program will work and partner with organizations such as the March of Dimes that might provide the funding and staff you need to make each stage successful.

